

# NATIONAL CAR CARE MONTH

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## **What Are the National Car Care Month (NCCM) and Vehicle Awareness and Maintenance Program (VAMP) campaigns?**

The National Car Care Month campaign is a consumer education campaign, designed to increase public awareness about the benefits of good vehicle maintenance and repair. NCCM is recognized each year during April, along with other environmental awareness campaigns such as Earth Day. The Vehicle Awareness and Maintenance Program (VAMP) is a piece of the bigger picture to promote this campaign in South Carolina.

Because 9 out of 10 motorists pump their own gas, and South Carolina does not mandate annual vehicle inspections, under-hood checks are rarely performed and vital maintenance and repairs often go undone. A vehicle that's been well cared for, as opposed to one that's been neglected, is safer, more dependable and more economical to operate. In addition, emissions are reduced, improving air quality.

### ***Designed to Meet Your Needs***

The 2006 Tool Kit offers new ideas for organizing different types of Car Care Month activities. Information for organizations interested in participating in NCCM are outlined in this Tool Kit. A number of other items relating to NCCM participation can be downloaded at no cost from the Car Care Council Web site ([www.carcarecouncil.org](http://www.carcarecouncil.org)).

While the Tool Kit focuses on car care events, vehicle checks are not necessarily an expectation and other options are listed here and elsewhere in the Tool Kit.

- Signage banners reading “Free Vehicle Inspections, (date and time) across the entrance prior to the event. Use host location’s marquee if possible.
- Web site banners
- Articles
- Scripts
- Graphics
- Cause
- Brochures
- Surveys

This kit also contains the information needed to successfully execute a car care check lane in your community. While April is National Car Care Month, a check lane event can be held any time of year. If you have any questions, please contact us. We are here to help! The Car Care Council’s mission is to educate motorists about the importance of maintenance and repair for safer, cleaner, better-performing vehicles via the Be Car Care Aware campaign. <http://www.carcarecouncil.org>.

## GETTING STARTED

This activity planner contains ideas that have worked for others. However, the examples offered are merely “idea starters.” Tailor the event to the needs and resources of your community. Participation can range from disseminating car care information through local businesses to holding daylong car care check lane events featuring inspections, displays, demonstrations and maintenance seminars. If your group plans to focus on community education, we will be happy to provide outreach materials on request. For more information on community outreach, please contact Amy Curran in the DHEC Bureau of Air Quality at 803-898-4297 or at [curranaa@dhec.sc.gov](mailto:curranaa@dhec.sc.gov).

### ***What is a Car Care Check Lane Event?***

Car care check lanes can be done on a number of levels, depending upon the number or people involved. Anyone from an individual service provider to a large non-profit association can host a check lane event. A car care check lane is a good way to increase vehicle awareness while involving the community. If marketed correctly, a car care check lane creates vehicle awareness and also positions your organization as having a community spirit.

- First Things First: Decide on the level of participation for your community. Every county may not be able to hold a vehicle check lane event. This could depend on the resources that are available to you, the time frame you will be working under, and the level of commitment from your sponsoring entity.
- If you do have a car care event, decide on a date, time, and location. Choose a location that is easily accessible, has room for vehicles to wait for their turn without disrupting traffic flow, and is easy to exit. Also consider having an event at a local attraction or “piggy- backing” on an existing event. This is beneficial to both parties because this will reduce the cost of advertising and draw more participation.
- Have plenty of help available so you have time to spend with your customers and conduct surveys.
- Provide two 10’ x 10’ tents if raining and one 8’ table

### ***A Word About Volunteers***

*Each chairperson probably will be working with volunteers. Use the following guidelines:*

- Different jobs require different skills. Know what you’re asking of a person before contacting him/her. *Write it down so the volunteer understands his/her job.*
- Start your recruiting as soon as possible.
- Recruit volunteers from the ranks of the following: auto industry, safety-oriented organizations, motorist associations, vocational/technical schools, environmental groups, youth groups and beneficiaries (when appropriate).
- Before the event, follow up with your volunteers on their responsibilities.

- Pamper your volunteers. Have free soft drinks, snacks and freebies for them.

Think of this as a time to show off your organization and staff and visit with community residents. That means having technicians on hand to do the checks. A couple of technicians can perform a standard NCCM inspection (not including lift work) in about 10 minutes. If you don't have extra technicians available, consider bringing in students from your local automotive training facility. Consider taking appointments to regulate the traffic flow.

### ***Promote, Promote, Promote!***

Remember, if a motorist can't come to your event but hears about it, you've accomplished one of your goals.

Inexpensive ways to promote NCCM include:

- ◆ City/county government newsletter
- ◆ Personal invitations via e-mails or phone calls
- ◆ Signage inside and around county administration building, other city/county buildings
- ◆ School marquees: Check with schools to see if/when space will allow one of the following quotes to appear on their marquee:
  - Keep tires inflated for cleaner air*
  - Carpool for cleaner air*
  - Avoid idling for cleaner air*
  - Maintain vehicle for cleaner air*
- ◆ City/county government websites
- ◆ Some of the local groups listed below may be able to provide advertisement: vehicle service centers, car dealerships, senior centers, credit unions, schools, churches, and medical facilities. Respiratory therapists, pediatricians and general practitioners with asthma patients may be especially willing to support your effort.
- ◆ Take plenty of photos for your next newsletter and for next year's publicity, and develop logo prior to first event. Use the logo on all related publications.

Ways to promote NCCM that may require additional funds:

- ◆ Public Service Announcements
- ◆ Consider contacting a non-profit group and asking if you might partner with them during an existing event. For example, you might encourage motorists to bring a canned food for the local food bank. This group may be willing to publicize your event to its members at meetings, on their Web site or via e-mail.
- ◆ More expensive publicity methods are traditional radio and newspaper advertising and direct mail. However, if your local paper has an automotive editor or a

business section, they might agree to publish your press release (see example below) before and after the event for free.

\*\*\* Don't forget to list your event on the Car Care Council's NCCM Vehicle Check Lane Online Event Roster at [www.carcarecouncil.org](http://www.carcarecouncil.org). Because NCCM is promoted nationwide, be sure to use that title in the name of your event, example: Hampton County EAC National Car Care Month Vehicle Checks.\*\*\*

### ***Everyone Loves Freebies!***

Send your check lane customers away happy with plenty of freebies. Provide customers with a bag to hold information and goodies. The bag can be used to hold the advertisements and logos of your sponsors. The sponsors may also be persuaded to supply the goodies, since there is also room there for their logo or message. Try to give away freebies that are pertinent to the event. Some examples would be:

- ◆ Tire pressure gauges.
- ◆ Calendar/planner for recording car maintenance schedule, gas mileage, trip planning
- ◆ Coupons and discounts for local vendors that provide car maintenance services and supplies
- ◆ Brochures that include car maintenance and driving tips
- ◆ Other businesses (movies, restaurants, etc.) may be interested in providing coupons and discounts

### ***Post-Event Reporting***

Official National Car Care Month inspection forms from the Car Care Council come in triplicate. There is a copy for the motorist, a copy for the Car Care Council (to create NCCM statistics) and a copy for you. You may also produce your own and use it to track the frequency of any vehicle maintenance deficiencies or any other information you may wish to capture, such as participant ZIP codes or distance traveled to event, number in household, etc. Use this valuable info to add to your database. By collecting and analyzing this information, you provide your agency with valuable marketing research, a strong addition to your agency's annual report and a new data set with which to address mobile source issues.

## **EVENT COMMITTEE**

When selecting a core group for a check lane or car care fair, call on persons who will benefit from this project. They will be people in the automotive industry as well as those concerned with the environment and driver safety. It is vital for this committee and subcommittees to meet early and often.

First Meeting: Provide everyone present with a printout of planning materials provided by the Car Care Council. Elect a chairperson, vice-chairperson, secretary and treasurer. Discuss and make decisions regarding the event's date, scope, exhibits, publicity and budget. (If this is your first event, you would benefit by contacting the Car Care Council or the DHEC EQC Education and Outreach Committee.)

As soon as a date is chosen, contact the Car Care Council to get your date, location and other information on the online event roster.

Write and circulate minutes of each meeting to keep everyone informed and on track.

Consider appointing chairpersons for the following subcommittees:

- Vehicle check lane
- Site selection/layout
- Sponsorships
- Promotion
- Displays/demonstrations

## ***SUBCOMMITTEES***

### **1. Vehicle Check Lane**

This group is in charge of the centerpiece of the entire event, the vehicle inspections. A repair facility person or technical school automotive instructor would make an excellent chairperson.

At least five people are needed per check lane. There should be an experienced technician on hand for under-the-hood checks and emissions analysis, if this is offered.

Other volunteers can be instructed to do jobs such as checking tire pressure, lights and horns. They also can complete inspection forms or help motorists fill out questionnaires.

### **2. Site Selection/Layout**

This committee is responsible for choosing a site and laying it out according to the scope of the event. Choose people who know the area, traffic patterns, etc.

### **3. Sponsorships**

Responsibilities include visiting automotive or related businesses/industries, media, tech schools, etc. for sponsorship money or in-kind contributions. A high-profile person would be a good chairperson.

### **4. Promotion**

This group is in charge of advertising and public relations. A PR or media person with experience in these fields would make an appropriate chairperson.

### **5. Displays/Demonstrations**

This committee arranges for various businesses or organizations to provide displays and/or demonstrations. Avoid making your event look like an automotive trade show. A

good mixture of booths and activities is important if you intend to draw a wide variety of people.

### **Checklist:**

- ☐ Study the logistics of the event. Make a roster, filling in the name of each person for each job. Plan for no-shows and breaks.
- ☐ Decide what equipment is needed, and assign operators for the equipment.
- ☐ Decide if event staff should wear matching t-shirts or logo wear; plan accordingly.
- ☐ Have the event committee chairperson order an ample quantity of inspection forms.
- ☐ Have someone tally the results at the end of the event and report the statistics to the promotion committee.
- ☐ Make certain one copy of each inspection form is returned to the Car Care Council to be included in their national statistics.

### ***SITE SELECTION/LAYOUT***

When choosing a location for your event, consider five things:

1. Convenience
2. Traffic
3. Space
4. Power
5. Insurance permits

**Convenience:** Find a site where people are accustomed to going: malls, downtown, banks, discount stores, car washes, drive-in restaurants or schools.

**Traffic:** Choose a highly visible site on a well-traveled road. Many motorists, unaware of your project, will pull in to investigate. Access to a changeable copy sign or marquee is ideal to announce your event.

**Space:** Think big when choosing a site. Provide for ample parking, space for volunteers' vehicles, a waiting area for cars lined up to enter the check lanes, space for displays and booths and room for next year's event to grow.

**Power:** Decide early on how much electricity you need. Make certain everyone involved knows how much power is available. Otherwise, arrange for portable generators.

**Insurance/Permits:** Investigate liability insurance early. The event may already be covered via a policy held by one of the sponsoring organizations and/or the host site. When other avenues fail, arrange special coverage. Contact the proper officials concerning needed permits.

*NOTE: Check on your site occasionally prior to the event. Make certain another event has not been double-booked by mistake. Also check on maintenance, landscaping, or paving projects that could interfere with the event.*

## ***SPONSORSHIPS***

Before this group makes its first appointment with a potential sponsor, two questions need to be answered:

1. How much money needs to be raised?
2. What can a company expect in return for its sponsorship?

The core committee should address the first question early on. The second question requires this subcommittee to work closely with the advertising/PR subcommittee and develop a sponsorship schedule. For example, for a \$500 sponsorship a company might get its logo on all print ads, inclusion on radio spots and speeches, plus the opportunity to be included on a coupon sheet to be handed out at the event. A \$100 sponsor might only get the opportunity to be included on the coupon sheet.

### **Other helpful tips for signing sponsors for your event:**

- ☐ To locate sponsorships, call on businesses in the automotive parts and service industry; they will benefit the most from participation. A good starting place is a local trade association or the phone book. Also look into related businesses, such as cellular phone companies, car washes/detailers, automotive specialty shops, insurance companies and banks. Assistance also may be available through your local environmental office, the Environmental Protection Agency (EPA) and/or other governmental agencies.
- ☐ If the budget allows, send potential sponsors letters with some hard-hitting automotive maintenance facts and a description of the event. This way you avoid a “cold call.” These mailers could be followed with a phone call to make sure the potential sponsor has all the information they need if they are going to decide to sponsor the event.
- ☐ Don’t overlook automotive manufacturers, as well as distributors and retailers, local and otherwise. They often have both money and goods available. Sometimes these companies are anxious to sponsor the entire event, so do your homework before making any calls.
- ☐ TV, radio stations and newspapers often are willing to co-sponsor events.
- ☐ If the event is held at a tech school, bank, mall or other business location, that entity should be considered a sponsor and provided with appropriate visibility for their logo.
- ☐ If a business is not able to participate financially, perhaps an in-kind contribution would be available, such as volunteers to help staff the event. Also, inquire about co-op money that may be available.
- ☐ After signing a sponsor, leave him/her with an invoice and/or receipt as well as a written agreement concerning the terms of sponsorship.

## **Newspaper**

There are a number of ways to promote your event through the newspaper: car care supplements, display advertising, classified ads, piggy-back ads, inserts, photos with captions, press releases, feature stories and community calendar.



□ *Car Care Supplements* - Often, newspapers run special car care supplements in the spring and fall. Encourage your local paper to take part in this profitable venture. Visit the paper with a representative from the sponsorship committee and suggest trading a co-sponsorship for editorial/promotional support. Make certain that they are aware of the Car Care Supplement Web site ([www.carcare supplement.com](http://www.carcare supplement.com)), where hundreds of automotive articles are available free of charge.

□ *Display Advertising* - Get these ads as part of an in-kind contribution or be prepared to meet the cost. Refer to the ad samples included in this activity planner for artwork, logos and copy ideas. Your newspaper's advertising department will help, too. Don't forget about smaller neighborhood papers.

□ *Classified Ads* - Many readers skim this section daily. Also consider contacting a "neighborhood shopper" with good readership.

□ *Piggy-back Ads* - Ask sponsors to include event information in their print ads.

□ *Inserts* - Many tire and parts dealers have regular inserts in newspapers.

An event flyer could be included as an in-kind contribution.

□ *Press Releases* - These are brief articles used to create awareness. Provide a photograph whenever possible. The following events deserve a press release: the establishment of your NCCM event and the establishment of committee/subcommittees; announcement of selected date(s), site, participating sponsors, beneficiary (if one is being used); announcement of featured activities and location(s), follow-up release with number of cars checked, participants and money raised.

□ *Feature Stories* - These are longer articles designed to familiarize the reader with the event through a specific aspect. For example, a piece on the number of local accidents each year with quotes from authorities would be interesting. Include some statistics in the "Fast Facts" section of this planner.

□ *Community Calendars* - Many newspapers feature community event calendars. Contact the person in charge well in advance to be sure you're listed.

## **Newsletters**

Many organizations and businesses have newsletters, which could include your event. Consider publishing your own, using our template. The Car Care Council has a ready-made newsletter available on its Web site, [www.carcare.org](http://www.carcare.org), under the "Industry" section.

## **Outdoor Advertising**

Although billboards may be cost prohibitive, banners and marquees are eye-catching media that are more affordable and should be explored.

## **Radio**

□ Consider advertising, piggy-back ads, remote broadcasting, community calendar, Public Service Announcements and interviews. An overwhelming number of motorists attend these events on the spur of the moment. They make their decision to attend while in their cars, making radio a great medium for advertising this type of event.

- *Advertising* - If a radio station is a sponsor, it may agree to donate a certain amount of free commercial time.
- *Piggy-back Ads* - Ask businesses in the trade if you can piggy-back on their ads with a “tag line” promoting the event.
- *Remote Broadcast* - Contact the station manager concerning the possibility of a live broadcast at the site during the event. Some businesses contract for a specific number of remote broadcasts each year. One of your sponsoring businesses may be willing to donate one of their remote personalities to the cause.
- *Community Calendar* - Many radio stations list community events daily. Contact the person in charge.
- *PSAs* - Public service announcements are run free of charge on radio stations. See the public service announcement section for examples.
- *Interviews* - Contact the station manager and make a spokesperson available for interviews on morning shows or other local programming.

## **Flyers**

Make eye-catching, reduced-size flyers (one-third of a standard sheet). Ask businesses to include them as statement-stuffers. Grocers can use them as bag-stuffers. Place them at restaurant and retail counters. Use them as handouts at meetings. Make larger versions for store windows.

## **Television**

Although TV advertising is usually too expensive, it might be available if the station is a sponsor. The Car Care Council prepares a NCCM video news release during April. Stations have access to this in every market. Your event could give this story the “local flavor” that the station is seeking.

- *Local Access* - Check out rotating card ads or announcements.
- *Interviews* - Contact station managers and make a spokesman available for interviews on local news, morning shows or other programming.
- *Community Calendar* - Advise the person in charge.

## **Organizations**

- Check with local high schools. In the interest of safety and education, they may be able to direct student drivers to your event. The schools could offer tickets to the next home game or a discount on prom tickets to kids who have their cars checked. This effort would make them a sponsor.
- Don’t overlook your beneficiary, if you have one, as a sponsor and a promotional tool. For example, if your event is benefiting a Boy Scout troop, ask each scout in the troop to bring five motorists to the event. That means more money for the troop and more vehicles for you.

## **Speakers Bureau**

Program chairpersons for local organizations/clubs will be happy to let a spokesman from your committee present a program about your event. Provide this speaker with plenty of resource materials and fliers for reminders. Don't forget to include high school driver's education classes.

## ***DISPLAYS AND DEMONSTRATIONS***

When sponsoring vehicle check lanes, additional activities are beneficial, but not vital. However, a car care fair should include activities that are fun, entertaining and educational. Here are a few examples. One or several of these can also make excellent substitutes for a car check, if time and resources prevent you from holding one in your county:

- *Rogues Gallery* – Include pictures of faulty parts such as dirty air filters, bald tires and clogged PCV valves. Provide labels so onlookers know what they're seeing and what negative effect this defective/broken part could have on a car. Once you've created this masterpiece, it will serve you for years to come.
- *Calamity Jane* - This display is "An Accident Going Somewhere to Happen." Find a badly neglected vehicle and label worn components to indicate how they can affect the driver or owner.
- *Trade Fair* - Invite industry suppliers as well as local parts retailers, service, appearance and dealer representatives to display their wares at your event. For example, there are many innovative products to improve one's vehicle such as sunroofs, bed liners, anti-theft devices, mobile phones, custom wheels and trim packages. These products offer opportunities for business owners to strut their stuff.
- *The Odd Couple* - Display a badly neglected, average age (nine-year-old) car alongside another in "mint" condition. The local bank's information could show the significantly higher retail value of the well-maintained vehicle.
- *Literature* - Local trade or community associations may have literature for distribution. Many automotive and oil companies are happy to send educational literature, which can be given away. Brochures from the council can be downloaded and reprinted from [www.carcare.org](http://www.carcare.org). The brochures are also available for purchase. Local businesses may be willing to provide information and discount coupons. Note: Keep exhibit tables well supplied with a variety of materials.
- *Off-Site Displays* - If the event is to be held in a shopping center parking lot, for example, arrange for a display inside the facility. Use it to promote the event and direct customers outside.
- *Ask the Tech* - This booth is staffed by experts willing to answer car care questions. Have a vehicle available for hands-on explanations.

## **Include Non-Maintenance-Oriented Booths and Displays**

While all of these demonstrations listed above are informative, the event should not look like an automotive trade show. Consider additional activities that can be included, which are not maintenance oriented. These might include:

- ☐ *Child Safety Seat Check* - Eighty percent of kids riding in safety seats are at risk because they are not buckled in correctly. A safety seat check can be a big draw. Log on [www.nhtsa.gov](http://www.nhtsa.gov) to find an inspector near you.
  - ☐ *Car wash* – Members of a beneficiary organization might be interested in doing a car wash.
  - ☐ *Insurance companies, banks or other companies* connected to cars might be interested in sponsoring a booth.
- 

*NOTE: Have a person assigned to document significant events from beginning to end. This “scrapbook” will be a priceless resource for next year’s event planners and a great way to interest next year’s sponsors.*

## **CAUSE-RELATED MARKETING**

### **Beneficiary is Great Addition to NCCM Event**

A new twist to an old tale is the addition of a beneficiary to a NCCM event. In addition to added publicity, planners can realize more participation from the community when their event benefits a non-profit, charitable organization.

Motorists appreciate a NCCM inspection event as a great service to the community’s driving public and most of them are anxious to give a donation. With a beneficiary everybody wins:

- ☐ The charitable cause makes money.
- ☐ The motorist gets a free inspection.
- ☐ The organization has a good public relations event.
- ☐ It’s easier to get free publicity if a charity is involved.

Sponsors may supply “incentive” items such as mugs or gym bags, for larger donations. There are numerous good causes including national associations and local charities. Choose one that is already firmly established in your community with active grassroots support from its members.

## **PHOTO OPPORTUNITIES**

The first car through the check lane could be a local celebrity or perhaps someone who would benefit from monies raised. For example, if MADD were the beneficiary, a MADD member driving through a check lane would be the subject of a good photo/caption.

Another example would be the mayor or local TV weather person as the first motorist to have his/her car inspected. If the event is only one day, the photo may be good to use with a follow-up press release. It also can be used next year to advertise the event.

Take time to make lots of photos of volunteers, motorists and other event-goers throughout the day. These are nice for the event scrapbook, and even nicer to include in thank-you notes.

## **BROCHURES**

Literature motivates owners to improve maintenance habits. People attending your car care event have come to learn more about their vehicles. Ideal educational aids are two illustrated pamphlets produced by the Car Care Council.

- ☐ How to Find Your Way Around the Car and Under the Hood
- ☐ Your 120,000 Mile Asset

An event brochure is also a great way to advertise your event. Send it to local stakeholders whom you can easily reach using a direct-mail marketing strategy. See the brochure for the Columbia area inaugural event in the Appendix A.

Don't forget to check with local organizations, trade associations and your sponsors to see if they have literature available.

## ***INSPECTION FORMS***

Inspection forms are available \$19.95 per 100 from Car Care Council. The forms are printed in triplicate, providing separate copies for the sponsor, the motorist and the Council for compilation of statistical data.

Contact the Car Care Council at [info@carcare.org](mailto:info@carcare.org) or 240-333-1088 to order inspection forms. Let us know your event date so we get them to you in time. Make sure we have your event listed on our National Car Care Month activity list on our Website. This site will be getting lots of press in April, encouraging motorists to log on and find a nearby check lane.

## ***PLANNING CALENDAR***

Use this guide to create an activity-planning calendar to help keep things running smoothly. Place committee members' names and contact information under the appropriate committee headings. Opposite each name, write which task has been assigned to that individual and the deadline for completion.

The activity-planning calendar will serve as a duty roster that can be photocopied and circulated to participants. Follow up to make sure assignments are completed on time.

## **Eight Weeks Prior to Event**

### ☐ *Event Committee:*

Form a main event committee and all subcommittees. Elect officers as well as heads for subcommittees. Set the scope of your event and a date.

Check into liability insurance and permits early on. Decide on regular meeting dates that everyone can attend.

### ☐ *Vehicle Check:*

For vehicle check lanes you'll need diagnostic equipment and experienced technicians. Create a list of trade organizations, automotive-related companies and trade schools capable of donating both the hardware and the people power to make your check lane a reality.

### ☐ *Site Selection/Layout:*

Begin discussing the types of locations that would be best for the event. It is never too early to start visiting potential sites.

Along with the event committee, check into liability insurance and necessary permits.

### ☐ *Sponsorships:*

Prepare an introductory letter describing your event so committee members have corresponding information. Make copies for the group. Make two lists of organizations and companies: 1) those likely to donate money, and 2) those likely to donate goods and services. Work with promotion committee to decide what exposure a company will get for a sponsorship.

### ☐ *Promotion:*

Work with sponsorship subcommittee to determine what promotion a company will get for its sponsorship. Also, consider seeking one TV station, one radio station and one newspaper as sponsors. They will be more dedicated to your cause if they are the exclusive outlet. Include the media in your earliest plans by calling representatives from each issuing press releases from the first committee meetings. Find out if your newspaper will be running a Car Care Supplement in April.

They can read more about it at [www.carcare-supplement.com](http://www.carcare-supplement.com). Contact advertisers about piggybacking onto their ads. Discuss the feasibility of display advertising and inserts for your event. Get a speakers bureau in place and line up speaking dates with clubs.

Collect items that have run in the media for your files.

### ☐ *Displays/Demonstrations:*

Create a list of individuals, organizations and companies that can be expected to participate in creating a car care fair. Remember, the more enthusiasm you can generate, the bigger your crowd will be and the more it will learn about car care.

## **Six Weeks Prior to Event**

☐ *Event Committee:*

Organize a meeting between committee members and those who can be expected to support your event: politicians, law enforcement officials, school officials, as well as representatives of governmental agencies, environmental groups, media and trade organizations. Explain to them the need for the event and how their participation will help ensure its success. Hear reports from all subcommittees and make sure they are working up to speed.

Confirm insurance/permit obligations.

☐ *Vehicle Check:*

Ask groups on your target list to donate the equipment and people necessary for a check lane.

☐ *Site Selection/Layout:*

Visit sites to evaluate their suitability for the event. Get negotiations underway with site owners/managers and, if possible, make a final selection. With site selection, earlier is better. Procure traffic cones or lane markers.

☐ *Sponsorships:*

Contact the organization and companies likely to make donations of one kind or another. Ask for what you need. Obtain commitments in the next two weeks.

☐ *Promotion:*

Continue to update the media via press releases. Schedule appearances on talk shows and news programs. Design flyers and have them printed. Follow up on piggy-back advertising. Write feature stories and begin releasing them to the media. Contact groups with newsletters and ask for space. Investigate a remote broadcast.

☐ *Displays/Demonstrations:*

Contact your target list. Tell them you want their participation and suggest ideas that will pique their interest. In-person visits will be more effective than phone calls or letters.

## **Four Weeks Prior to Event**

☐ *Event Committee:*

Hear reports from subcommittees. If a committee is running behind schedule, mark it as top priority. Follow up before week's end.

☐ *Vehicle Check:*

Notify those who are donating equipment, technicians and volunteers of your check lane's hours of operation. Create a schedule that insures the lane will be well staffed at all times. Distribute the schedule to all participants. Review the inspection procedure with technicians and volunteers in writing. Select volunteers to distribute literature.

□ *Site Selection/Layout:*

Create a floor plan that makes optimum use of your site. Determine where participants fit in the floor plan, and ensure they have adequate space. Work out details and conflicts now, not the day of the event. In the next couple of weeks, touch base with the site's owner/manager one more time. Visit the site again to make sure nothing has changed since it was selected. For example, is there a paving or reconstruction project that might interfere with your event?

□ *Sponsorships:*

All financial donations should be collected to ensure sufficient funds to cover expenses. Coordinate the donation of goods and services.

□ *Promotion:*

Three weeks in advance, begin putting up flyers on store windows. Two weeks before the event, make sure public service announcements and/or paid ads are running in all outlets.

Appear on talk shows, news programs and at club meetings.

□ *Displays/Demonstrations:*

Meet with the site selection/layout committee to decide where the booths will go. Address sizes of booths, power issues, etc. Keep in close contact with those who will be setting up tables, booths and other activities. Make sure they understand what time the event begins, how early they need to arrive to set up, and how long they are expected to stay. There's nothing worse than an event that is supposed to last until 5 p.m., but the booth people begin dismantling their areas two hours early.

## **One Day Prior to Event**

□ *Event Committee:*

Hold final meeting to go over last-minute details, questions or changes.  
Produce a final checklist to make sure everything gets done.

□ *Vehicle Check:*

Make sure all equipment is in place and in operating order a day prior or on event day, well in advance of opening time.  
Give volunteers a call or e-mail reminder regarding their specified work hours and job(s).

□ *Site Selection/Layout:*

Touch base with the owner/manager of the site to review the event.

□ *Sponsorships:*

Give sponsors a call, thank them again for their help and invite them to stop by the event.

Make sure they have received any/all information where sponsors have been mentioned or logos have appeared.



□ *Promotion:*

Have all on-site signage is in place or ready to go in place first thing tomorrow.

Be certain that PSAs and ads will be run throughout the event. If a remote broadcast is arranged, have everything is in place for that activity. Prepare “talking points” for those who might be interviewed, including an explanation of the event, statistic (see Fast Facts), the beneficiary, etc.

□ *Displays/Demonstrations:*

Give everyone who is participating in the displays and demonstrations a call to make sure they understand all the plans. Reemphasize the early set-up time and the fact that they are expected to stay until closing time.

## **Event Day**

□ *Event Committee:*

Be on site 30-60 minutes prior to opening. If everything else has been done, this should be the easy part. Make notes of what’s going well and what needs to be improved next year.

□ *Vehicle Check:*

Review the vehicle inspection procedures with technicians and volunteers. Throughout the event, check with volunteers to ensure all is running smoothly. Provide them with snacks and beverages. Make note of what’s going well and what needs to be improved next year.

□ *Site Selection/Layout:*

Be on hand during the event to help with any questions concerning the facility. Have all related paperwork on hand.

Visit with other workers and make note of how this site and layout worked and what can be improved next year.

□ *Sponsorships:*

Be on hand at the event to recognize sponsors who come by. Give them a “tour” of the event and ask for their input.

Make notes of what can be improved next year.

□ *Promotion:*

If a remote broadcast will take place, locate people who can be interviewed about the event. Give the broadcaster and event spokespeople “talking points” for the interview. Ask motorists who are participating to give you some feed back. Jot down their comments and ask if you can use their name in a testimonial. This can help woo sponsors next year.

Make sure someone takes lots of photographs of all aspects of the event.

Make notes of what worked well and what can be improved next year.

□ *Displays/Demonstrations:*

Circulate and visit with participants to see if they have any questions or need help. Ask them to informally evaluate the event. Pamper the booth workers. Get them drinks and snacks throughout the day.

Make notes of what worked well and what can be improved next year.

Following the Event

□ *Event Committee:*

Have all committee chairs participate in event evaluation meeting ASAP.

Encourage everyone to be honest about the good and the bad.

Make “one-size-fits-all” thank you notes available to all chair people. This can be as simple as paper with the NCCM logo on top and a big “thank you” underneath.

Encourage chair people to write brief, personal notes on these. Make certain everyone who helped in any way receives a thank you. Include photos, if available.

Complete the report for Car Care Council. Send this and the inspection forms to the Car Care Council that week. The sooner the council receives the forms, the sooner the national statistics can be compiled.

□ *Vehicle Check:*

Make sure to send “official” thank you notes to everyone who helped, from the master technician to the tech student. Include photos, if available. Participate in post-event evaluation.

Help complete Car Care Council report.

□ *Site Selection/Layout:*

Send thank you note to the owner/manager of the site and others who helped with your committee. Include photos if available. Participate in post-event evaluation.

Help complete Car Care Council report.

□ *Sponsorships:*

Send thank you notes to all the sponsors who made the event possible.

Include photos, if available.

Get statistics from the check lane committee. Let sponsors know how many cars were checked and what statistics about the local driving public have been discovered. If the event had a beneficiary, include info on amount raised.

Participate in post-event evaluation.

Help complete Car Care Council report.

□ *Promotion:*

Send thank you notes to everyone who helped promote the event in any way. Include photos, if available.

Participate in post-event evaluation.

Help complete Car Care Council report.

Get statistics from the check lane committee and run follow-up stories with all news outlets. This is your opportunity to report what statistics were discovered about the local

driving public. If the event had a beneficiary, include info on amount raised and what will happen to the money.

☐ *Displays/Demonstrations:*

Send thank you notes to everyone who helped promote the event in any way. Include photos, if available.

Participate in post-event evaluation.

Help complete Car Care Council report.

## APPENDIX A: AD CAMPAIGN

### *A1: Ad Pages*

These samples show how to organize materials in this kit into effective newspaper ads. These samples are not intended to suggest size – your ad should be as large as your budget will permit. Go to [http://www.carcare.org/NCCM/pdf/NCCM\\_ads.pdf](http://www.carcare.org/NCCM/pdf/NCCM_ads.pdf) to view sample ads.

### *A2: Radio Scripts*

Radio scripts can be used in a number of ways. First, they can be sent to your radio station during NCCM and aired as Public Service Announcements. Second, business contact information can be added and they can be used as advertisements. Finally, vehicle check lane or car care fair information can be inserted as a tag line to promote your event.

#### ☐ NATIONAL CAR CARE MONTH: WHAT IT'S ALL ABOUT (30 SECONDS)

Our town joins other communities throughout the nation this April as we participate in National Car Care Month. The event is designed to heighten public awareness of vehicle maintenance. On (date and time) (sponsors) will offer free vehicle inspections at (location). Vehicles will be checked for condition of lights, windshield wipers, fluids, tires and other factors essential to safe, dependable vehicle operation.

#### ☐ DON'T OVERLOOK THESE BOOTS (20 seconds)

A term familiar to many owners of front wheel drive vehicles the CV joint...that's short for constant velocity joint...It's the flexible joint that transfers power from the transmission to the wheels. It's protected by a rubber boot, which keeps grease in and dirt out. During National Car Care Month be car care aware and the next time you're getting your oil changed, ask to have these boots checked.

#### ☐ PROTECTING YOUR INVESTMENT (20 seconds)

For the first time ever the average price of a vehicle has exceeded \$30,000. That's reason enough to protect this investment with the utmost care. That includes more than preventive mechanical maintenance. Regularly washing and waxing the exterior and keeping the interior clean counts for a lot, too. During National Car Care Month, we remind you that being car care aware can save big money in the long run.

#### ☐ WORN TIRES + RAIN = DANGER (30 seconds)

Driving on rain-covered roads with worn tires can be hazardous. When the tread is worn thin the tire can ride up on a film of water, a phenomenon known as hydroplaning. You'll feel like you're driving on ice and you may lose steering control. Tire neglect is dangerous, even deadly. During National Car Care Month, replace worn tires and keep your speed down on wet streets.

#### ☐ POWER STEERING FLUID (30 seconds)

Conveniently located under the hood of your car is a reservoir containing a critical fluid: power steering fluid. One out of four vehicles failed last year's National Car Care Month vehicle inspections because of low power steering fluid. When that fluid is gone you're suddenly struggling with very stiff steering, a potentially serious problem. If you haven't checked power steering fluid lately, check it and all your fluids now, during National Car Care Month.

❑ COULD YOUR CAR PASS? (60 seconds)

How long has it been since you lifted the hood on your car? If you're like most of us, it's been too long. Nine out of 10 vehicles taken through National Car Care Month check lanes last April failed inspection because of a variety of discrepancies ranging from low oil to contaminated transmission fluid, from corroded battery cables to under-inflated tires. This April there will be more free check lanes than ever before. Would your car pass the test? Visit [www.carcare.org](http://www.carcare.org) for more information.

❑ COOLING SYSTEM -- (10 Seconds)

Here's a quick way to destroy an engine ... just run it too hot. Aluminum components can warp as a result of excessive heat. Be car care aware and have the cooling system serviced now, during National Car Care Month.

❑ GAS MILEAGE – (20 Seconds)

Most of us can remember how to figure fuel consumption ... you divide fuel used into miles driven. A reminder during National Car Care Month is to keep track of gas mileage. When your car begins using more gas it's telling you it needs attention, maybe because of worn spark plugs or a dirty air filter. These things not only cost money, they add to air pollution. Be car care aware by keeping track of this important indicator.

❑ EXHAUST EMISSIONS -- (30 Seconds)

Do you recoil at the price of new vehicles? Much of this cost comes from improved emissions technology, which has reduced emissions by 95 percent! The bad news is that, a state-of-the-art vehicle neglected by its owner will produce even more harmful emissions than its predecessor of the 1970s. Heed this reminder during National Car Care Month ... take care of your vehicle...we'll all breathe easier.

❑ BRAKES – (30 Seconds)

How do you save money on brake work? Not by skimping, say the experts, who claim a bargain brake job seldom is a bargain. Instead, they say, invest in the best brake service available, drive sensibly and, of course, practice preventive maintenance. The latter includes periodic inspection of components to stay ahead of excessive wear of rotors and drums. Make it a point now, during National Car Care Month, to have your brakes checked.

❑ UNDER-HOOD CHECKS – (10 Seconds)

When you raise the hood of your car and become familiar with the fluid reservoirs, belts and hoses, you're becoming more car care aware. Nearly eight out of 10 cars failed to pass National Car Care Month check lane inspections. How long since you raised the hood on YOUR car?

#### □ AUTOMATIC TRANSMISSION -- (30 Seconds)

Here's a quick quiz for National Car Care Month. When your car overheats you can damage the engine and the what: The radiator, the automatic transmission or the axle bearings? If you answered transmission you're right, because it's cooled by the engine cooling system. An early sign of damage from overheating usually can be seen by looking at the transmission fluid. That's one of the services included in the free check lane scheduled for [date, time and location].

#### □ APPEARANCE -- (20 Seconds)

Beyond the home, our vehicles usually are our second biggest investments. A car in top condition—"clean," as the appraiser may state it—will be worth at least twice as much as the identical car in shabby condition. Now, during National Car Care Month, be car care aware and protect your investment inside and out.

#### □ WINDSHIELD WIPERS -- (20 Seconds)

What's one of the first things that needs replacing on your car? The windshield wiper blades, usually not from wear, but from deterioration because of the elements and the environment. Sun, chemicals in the air, even industrial pollution affect wiper blades. Now, during National Car Care Month, is a good time to replace streaking, chattering wiper blades. It's an easy way to be car care aware.

### ***A3: Press Releases***

Press releases are an inexpensive way to get your message to the public. Before sending a release, contact the individual newspapers and radio stations to identify your contact and his/her preferred form of communication. Some will want the release faxed, while others will want it e-mailed. □ Sample Press Releases:

1. Here's a Freebie You Don't Want to Miss
2. Corrosion May Be the Cause of "No Starts," Say National Car Care Month Statistics
3. National Car Care Month Stats Reveal Your Transmission Could Be in Trouble
4. Automotive Safety and Dependability Take Center Stage at Inspection Event
5. Self Serve Gas Fuels Car Neglect

#### **Sample Press Release #1**

Date:	Contact: Name For Release: Title Organization Phone and e-mail
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#### *Here's A Freebie You Don't Want To Miss*

Motorists can learn more about the benefits of performing scheduled vehicle maintenance and needed repairs this day of event. A part of National Car Care Month activities nationwide, motorists are invited to have their vehicles checked by name of group at location on date between \_\_\_ a.m. and \_\_\_ p.m.

“These free inspections can disclose potential safety and operational problems because of deficiencies such as low brake fluid or under-inflated tires,” said (name and title)

“Nine out of 10 vehicles going through the check lanes have at least one discrepancy. Improper tire inflation, which accelerates wear and affects safe handling, was near the top of the 2003 frequency list. Antifreeze-coolant was low in 15 percent of vehicles checked, meaning some of these vehicles would be vulnerable to engine or transmission damage. “

Beyond the effect that vehicle neglect can have on a vehicle’s safety, dependability and performance, a check lane discovery can help prevent a breakdown at a busy intersection or, even worse, on a deserted road far from home. “Motorists appreciate our National Car Care Month check lane event,” says (sponsor).

“It’s an community activity event that strives encourage motorists to take care of one this costly investment. This is important, need-to-know information for anyone who owns or leases a car.”

To find out more about National Car Care Month or download a helpful Service Interval Schedule, log on Car Care Council’s Web site, [www.carcare.org](http://www.carcare.org).

## **Sample Press Release #2**

Date:	Contact: Name
	For Release: Title
	Organization
	Phone and e-mail

### ***Corrosion May Be the Cause of “No Starts”***

One of the most common reasons for a car not to start is a dead battery. At least it acts dead. The true problem often is corrosion on the battery terminal, a condition found in nearly one out of five vehicles inspected during National Car Care Month check lanes last April. The corrosion interferes with electrical current flow, creating the symptoms of a weak or dead battery.

In this situation, a boost, even from a strong battery, may not get you started.

At best, a jumpstart is nothing more than a short-term fix. A repeat performance might be avoided with accurate diagnosis and fixing the problem. Other culprits that could be at fault include a faulty starter or a slipping drive belt, also found in nearly 20 percent of vehicles checked.

National Car Care Month check lanes are an excellent way to help ready your car for warm-weather driving. The free checks provide an inspection form indicating any discrepancies that could compromise your car's safety and dependability. To find the National Car Care Event nearest you or to download a helpful Service Interval Schedule, log on Car Care Council's Web site, [www.carcare.org](http://www.carcare.org).

### Sample Press Release #3

Date:	Contact: Name For Release: Title Organization Phone and e-mail
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#### *National Car Care Month Stats Reveal Your Transmission Could be in Trouble*

One of the most expensive mechanical repairs on a vehicle is an automatic transmission overhaul. It's a complex, sophisticated mechanism with innumerable valves and other mechanisms that are lubricated, cooled and cleaned by a special oil-like fluid. Keep it filtered, full and clean and your transmission could last for hundreds of thousands of miles.

However, 22 percent of vehicles taken through the National Car Care Month check lanes last April failed the inspection because of low or contaminated automatic transmission fluid, a situation that can lead to the above-mentioned repairs.

"Hopefully those vehicle owners, having been advised of their vehicles' fluid deficiency, will have taken corrective measures," says (name, affiliation). "Ninety per cent of all transmission failures are due to overheating. Driving conditions such as trailer towing and wheel-spinning in slippery conditions are just two of several scenarios that can devastate the life of the transmission fluid. When your driving habits include trailer towing or other heavy loads, consider having an auxiliary cooler installed on the transmission. It's inexpensive insurance."

Sometimes the chain of events leading to transmission trouble begins with engine overheating. Because engine coolant also cools the transmission, the transmission fluid is vulnerable to deterioration. Consequently, if your vehicle has had serious overheating problems be sure to check the transmission fluid.

When checking transmission fluid, watch for discoloration and/or a burned odor. In addition to clogging the intricate passages, burned or contaminated fluid can cause



rapid wear of components.

Transmission maintenance consists primarily of checking the fluid, topping it off as needed and periodically having the screen or filter cleaned or replaced.

“Be car care aware,” said (name ). “Owner’s manual recommendations on transmission fluid changes vary considerably and may go as high as 100,000 miles or more. For best results, have it and filter changed every two years or 24,000 miles. Always use the type of fluid specified by your vehicle’s manufacturer. This information can be found in the owner’s manual or on the end of the transmission dipstick. “

For information about National Car Care Month visit the Be Car Care Aware Web site [www.carcare.org](http://www.carcare.org).

#### Sample Press Release 4

Date:	Contact: Name
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For Release: Title

Organization

Phone and e-mail

#### ***Automotive Safety and Dependability Take Center Stage at Inspection Event***

Automotive safety and dependability: Those words strike a cord with motorists and have prompted a local organization(s) to sponsor vehicle check lanes during April, National Car Care Month. The event, coming to (community, date, time and location), features free inspection of tires, fluids, filters and other aspects of their vehicles that can affect safety, dependability and/or emissions.

Organized by (name of organizer), sponsors include (name of sponsors). (Name of beneficiary) is the event’s beneficiary.

“A neglected vehicle can be dangerous to drive,” said (spokesman). “Finding mechanical discrepancies and reporting them to the owners is the main goal of this program. Poor maintenance also can cost the owner excessive operational and repair costs.”

The Car Care Council, coordinator of National Car Care Month, says this essentially is an educational program. “Public awareness can help cut down on motorists’ preventive maintenance procrastination,” says executive director, Rich White. “The check lanes provide valuable information to reinforce our Be Car Care Aware consumer education campaign.”

For more information on the upcoming event contact (name, phone

number). To learn more about automotive maintenance and repair, visit the Car Care Council Web site, [www.carcare.org](http://www.carcare.org).

### Sample Press Release 5

Date:	Contact: Name For Release: Title Organization Phone and e-mail
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#### *Self Serve Gas Fuels Car Neglect*

It comes as no surprise that, more than ever, people tend to gas up their cars and get “on the road again.” Self serve stations account for more than 90 percent of gas sold and, with the advent of card swiping at the pump, people spend even less time in the station.

“Some people wouldn’t know how to check tire pressure even if they did own a gauge,” said (local spokesman). “But most don’t.”

This is one reason why nearly nine out of 10 vehicles inspected in 2004 check lanes needed repairs or maintenance. People aren’t paying proper attention to their cars. According to Car Care Council, a high incident of neglect can result in potentially dangerous tires and brakes and exhaust emissions.

The public needs an occasional reminder about the importance of periodic checks and maintenance, says the council. Since 1979 the organization has coordinated National Car Care Month, essentially an educational program. Public awareness can help cut down on motorists’ preventive maintenance procrastination, says the council, whose check lanes provide valuable information to reinforce the program’s public service messages.

For more information on the upcoming event contact, [name, phone number]. To learn more about automotive maintenance and repair, visit the Car Care Council Web site, [www.carcare.org](http://www.carcare.org).

### DHEC News Release

Date:	Contact: Name For Release: Title Organization Phone and e-mail
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A free National Car Care Month Vehicle Inspection will be held Saturday, April 1 at the South Carolina State Museum in Columbia.

Organized by DHEC and the Richland and Lexington County Early Action Compacts, sponsors include Ben Satcher Ford, Pope Davis Tires and the South Carolina State Museum. The staff will perform a detailed evaluation to promote proper vehicle maintenance as a way to improve safety and gas mileage and reduce air pollution.

The Car Care Council, coordinator of National Car Care Month, says this is essentially an educational program. "Public awareness can help cut down on motorists' preventive maintenance procrastination," says executive director Rich White. "The check lanes provide valuable information to reinforce our Be Car Care Aware consumer education campaign."

Participants will receive coupons, free tire pressure gauges and other promotional items while supplies last.

For more information, please contact:

NEWS RELEASE For more information, contact:

#### **Sample Press Release 7: Post-Event Follow-Up Release**

Date:	Contact: Name
	For Release: Title
	Organization
	Phone and e-mail

#### *Vehicle Check Lanes Show Need for Maintenance*

A recent vehicle check lane conducted during National Car Care Month revealed that 89 percent of Camden county vehicles failed the Car Care Council inspection.

Out of 35 categories, the cooling system and lights were in the greatest need of service or repair. Batteries, tires and belts tied for third place.

"These statistics offer a snapshot of the condition of our community's cars," said Dan Townsend, service writer at Joe's Auto Repair. "It's disconcerting to know that approximately nine out of every 10 cars you meet on the road in Camden county need maintenance and repairs, often serious repairs. We found several cases where simple

fixes could save major repair bills down the road.”

According to the Car Care Council, Camden County’s vehicles are in similar condition to the rest of the vehicles in the United States. Inspections during the past year revealed a failure rate of nine out of 10 vehicles nationwide.

“We hope this will be a fall wake up call for motorists,” said Joe Crawford, owner of the participating facility. “Motorists who didn’t make it to this event should have a professional technician evaluate their car to ensure that small problems don’t turn into big ones.”

Crawford, his staff and local Automotive Technology School students inspected cars, trucks and SUVs during the free event Wednesday, April 8 at the Tyson Avenue facility. Many participants brought food for the local food bank and received a free oil and filter change. Participants were treated to “thank you” bags that included free tire gauges and Service Interval Schedules from the Be Car Care Aware Campaign ([www.carcare.org](http://www.carcare.org)). Sponsors included Joe’s Auto Repair and the Automotive Technology School.

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## What Is National Car Care Month (NCCM)?

National Car Care Month is an educational campaign to help us save money and our environment by keeping our vehicles in better shape. NCCM is recognized each year during April, and it's a way that you and your family can help eliminate the biggest source of air pollution: your car!

## Where and when will the NCCM vehicle check take place?

The Columbia area vehicle checks will take place on Saturday, April 1 from 10-2 at the SC State Museum.

## Does it Cost Anything to Participate?

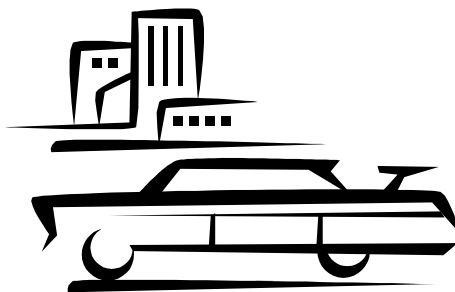
No, the vehicle checks are **free**.

## Who's Doing This, and Why?

The vehicle inspection event is being brought to you by the Early Action Compacts of Richland and Lexington Counties, DHEC, Ben Satcher Ford and Pope Davis Tires.

## For Your Safety, Your Wallet...

Because 9 out of 10 motorists pump their own gas, under-hood checks are rarely performed, and vital maintenance and repairs often go undone. A vehicle that's been well cared for is safer, more economical to operate and less polluting for the environment!



## ...And Your Health.

Cars and other on-road vehicles are the number-one source of air pollution, but we can improve our air quality by keeping our cars in better shape.

An important benefit of routine vehicle maintenance is improved public health through reduced air pollution.

When nitrogen oxides and other gases are released into the atmosphere from motor vehicle engines, they combine with sunlight to form ground-level ozone, a major environmental health concern in South Carolina.

**An estimated 4 million children under 18 years old have had asthma attacks in the past year, and many others have “hidden” or undiagnosed asthma.**

**Asthma is the most common cause of school absenteeism due to chronic disease in South Carolina.**

Some common triggers of asthma are outdoor pollutants such as ground-level ozone, automobile fumes and fine particle pollution. “Fine” particle pollution is a by-product of combustion processes such as engines in motor vehicles. These pollutants aggravate heart and lung diseases and result in increased hospital admissions, doctor and emergency room visits and absences from school or work.

## Where can I learn more?

A team of certified technicians will perform a **free** detailed check and provide you with information to keep your car in the best possible condition, for your health, your children's health and for the health of the environment.

Participants in the vehicle inspection will receive money-saving coupons, **free** tire pressure gauges and other promotional items (while supplies last).

More information can be found at  
[www.scdhec.gov/carcare](http://www.scdhec.gov/carcare)

## DID YOU KNOW?

### **Driving on rain-covered roads with worn tires can be hazardous!**

When the tread is worn thin the tire can ride up on a film of water, a phenomenon known as hydroplaning. You'll feel like you're driving on ice and you may lose steering control. Tire neglect is dangerous, even deadly.

When your car begins **using more gas** it's telling you it needs attention, maybe because of **worn spark plugs** or a **dirty air filter**. These items are cheap to replace, and doing so in a timely fashion cuts down on air pollution!

**When your car overheats, you can damage both the engine and the transmission!** Automatic transmission is cooled by the engine cooling system. An early sign of damage from overheating usually can be seen by looking at the transmission fluid. Your transmission fluid should always be **clear**.

April is a great time to get these and other automotive problems taken care of, before the weather heats up and ground-level ozone starts forming. ***Be Car Care Aware*** now for cleaner air and a healthy environment!

**For your health and safety,  
your wallet, and for the  
environment...**



**1<sup>st</sup> Annual  
National Car Care Month  
Vehicle Inspection Event**

**Saturday, April 1  
10 a.m. to 2 p.m.**

**SC State Museum  
301 Gervais St.  
Columbia, SC 29201**

## APPENDIX B: FAST FACTS

Below are some statistics that might help in your promotional efforts or in securing sponsors for events. Results of the National Car Care Month check lanes in 2003 showed an overall net failure of any vehicle part or system to be 90 percent, or nine out of 10 cars. The general condition of vehicles on the road is 90 percent of all vehicles brought to check lanes during these events are found in need of repair or maintenance.

Among failures noted in check lanes during 2003:

- 38 percent had low or dirty engine oil.
- 15 percent of the vehicles had low levels of coolant.
- 19 percent needed new belt.
- 16 percent had dirty air filters.
- 25 percent had low or contaminated power steering fluid.
- 54 percent had improperly inflated tires.
- \$62 billion worth of needed automotive maintenance and service was not performed in 2002, an indicator of owner neglect (Motor Equipment Manufacturers Association).
- 77 percent of the carbon monoxide, more than 35.6 percent of volatile organic compounds (including hydrocarbons) and 45 percent of the nitrogen oxides in the air we breathe come from motor vehicles (American Lung Association).
- Mechanical defects and/or worn equipment on vehicles are a causative or aggravating factor in an estimated 12.6 percent of vehicle crashes. (National Highway Traffic Safety Administration).
- With 41,821 traffic fatalities reported annually (U.S. Department of Transportation, 2000), as many as 5,200 deaths are attributable, at least in part, to mechanical defects and/or worn equipment on vehicles.
- Vehicles stay on the road longer. The median age of cars in operation now is 8.4 years, the highest since vehicle age tracking began in 1970.



## APPENDIX C: CAR CARE EVENT REPORT

Following the post-event evaluation meeting, please complete the report below and return it with the completed inspection forms (if applicable) to Marian Nanney, DHEC Bureau of Air Quality, 2600 Bull St., Columbia, SC 29201.

*Name*

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*Organization*

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*Address*

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

*NOTE: If you need extra room for your answers, please add additional pages.*

Here's the information on the National Car Care Month activity in our community:

*Location(s):*

(City/State)

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*Activity Site(s):*

(Shopping Center, School, etc.)

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*Description of Event:*

\_\_\_ Car Care Fair \_\_\_ Vehicle Check Lane \_\_\_ Both \_\_\_ Other (list below):

---

*Date(s) of Event:*

---

**Time(s) of Event:**

---

**If you had a car care fair:**

***How many people attended?*** \_\_\_\_\_

What types of activities were included? (If you did not do vehicle checks, please skip to question on local/national organizations.)

*If you had a vehicle check lane:*

***How many vehicles were checked?*** \_\_\_\_\_



Who provided the testing equipment? (Include names, businesses and addresses)

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Who performed the tests? (Include names, businesses, addresses)

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Check the local/national organizations that provided assistance:

- ☐ Environmental Protection Agency
- ☐ American Automobile Association (AAA)
- ☐ American Lung Association
- ☐ Automotive Service Association (ASA)
- ☐ Department of Energy
- ☐ Mothers Against Drunk Driving
- ☐ Automotive Service Excellence (ASE)
- ☐ Vocational-Technical Schools
- ☐ Others:

---

Other participating organizations (and contact numbers):

Participating individuals (and contact numbers):

Media Coverage:

Newspaper(s):

Radio Station(s)

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***Other***

---

Were you able to obtain funding for your event? ☐ Yes ☐ No

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If so, how did you do it and who contributed?

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How successful was your event? \_\_\_ Poor \_\_\_ Fair \_\_\_ Good \_\_\_ Excellent

Will you conduct an event next year? \_\_\_ Yes \_\_\_ No

If yes, what would you change—and why?

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***If no, why not?***

---

How would you rate the National Car Care Month materials supplied by the Car Care Council?

\_\_\_ ***Poor*** \_\_\_ ***Fair*** \_\_\_ ***Good*** \_\_\_ ***Excellent***

What additional assistance could the Car Care Council provide?

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Additional Comments:

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Please enclose samples of promotional materials and/or photos of events which can be used in newsletters and trade press articles. Digital photos can be emailed to [nanneym1@dhec.sc.gov](mailto:nanneym1@dhec.sc.gov) Thank you!

## **APPENDIX D: POST EVENT EVALUATION**

Here's space to evaluate your event. It can be used as a starting point for next year's event. Be honest - did things turn out as expected? What happened that made your event even better than you thought? How can unexpected problems be prevented? Write down everything! Next year's committee members may be new or details may be forgotten. A little extra time spent here can save time in years to come.

Site:

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Vehicle Check Lane:

Display's Demonstrations:

Media:

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Sponsors:

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Volunteer Participation:

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Promotion:

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Additional Information:

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